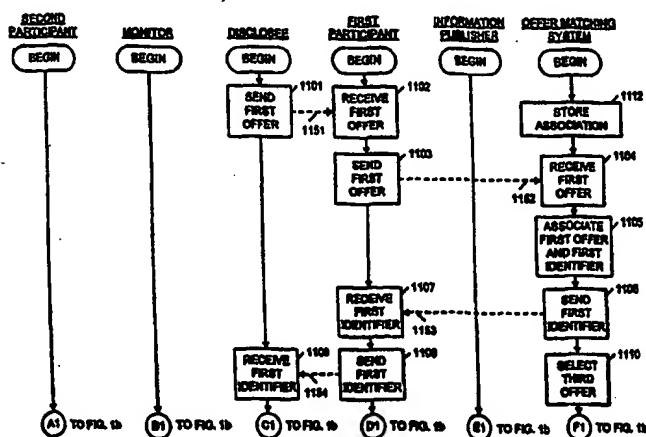




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(71) Applicant (for all designated States except US): GRENEX CORPORATION [US/US]; Suite 384, 623 Eagle Rock Avenue, West Orange, NJ 07052 (US).		Published With international search report.	
(72) Inventor; and (75) Inventor/Applicant (for US only): WHITE, Newton [US/US]; P.O. Box 758, Stockholm, NJ 07460-0758 (US).			
(74) Agent: OPPERDAHL, Carl; Opperdahl & Larson, P.O. Box 5270, Frisco, CO 80443-5540 (US).			

(54) Title: EXCHANGE METHOD AND APPARATUS



(57) Abstract

In one embodiment of the invention, a method for interacting with an offer matching system comprises a number of operations. For example, a first participant may communicate to the offer matching system a first description of a first offer (1103). A first identifier (1107) is associated with the first offer (1103) and is not associated with any offer other than the first offer (1103). (The first identifier (1107) may have been provided by the first participant or may have been created by the offer matching system, for example). If the first participant did not already know of the first identifier (1107), then the offer matching system communicates it to the first participant. A second participant communicates to the offer matching system a description of a second offer (1201) that is capable of being executed at least in part against the first offer (1103) in accordance with a set of rules that govern the operation of the offer matching system. The first participant then discloses the first identifier (1104) to a first disclosee. The first disclosee may then present a query to the order matching system, containing among other things information indicative of the first identifier (1104).

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